

Introduction

Why a soundtrack film festival could be so important of the Welsh people. The plan is to organise a film festival. After a good look into the film festival industry and what is around Swansea, the idea about music festival which will the best soundtracks from the best films. Thought of this because a lot of people love music and there is few music type of film festivals.

CineTunes Fest will be a film screening and film industry event which it will play the popular soundtracks and up and coming films and for people to connect/ network with. This festival will have a range of activities for everyone to enjoy, have fun and connect/network with. As This is especially important for everyone as it gives them more opportunities to work together and branch out. The activities could range from karaoke, live performance, sing- along and Quiz nights.

This event will create an exciting atmosphere for all ages as the festival will display multiple types of films for everyone to enjoy and dance too. As there will be live karaoke, DJ's and live scores of films happening at this event for people to connect with and enjoy their time. As this event

The aim of Cinetunes is for the Welsh people to remember Wales isn't a small country, and we have had some amazing stars born from our country. As music is huge in Wales and there's no festival for us to enjoy.

Due to there not being many film festivals in Swansea as there is a few film festivals in Wales e.g. Wales International Film Festival, Iris Prize LGBT+ Film Festival and Abertoir are some of the well know film festivals in Wales, but it is still a growing industry but mainly these festivals are mainly around the film. But I'm here to introduce a festival too Wales which is about the soundtracks of films.

One of the most essential elements in making a blockbuster film is the soundtrack. This is because it brings people together, make them feel the emotion or just to sing-along.

This event will be at Swansea Arena as this will help bring local film makers and filmmakers from Wales to form together, but that is only the small part of this festival as the major part is to bring Wales together to sing alone. As would like to have live performances from local singers/ operas. This event can be a very important event in Wales as music is one of the largest performances of musicians and actors. E.g. Tom Jones, Shirley Bassey, Stereophonics and for actors Catherine Zeta-Jones, Michael Sheen. Wales is a huge producer of actors and musicians which many people don't know how big Wales is for these industries.

Concept/Idea/Audience

The concept of this music film festival is for everyone to enjoy their time and show how big Welsh actors and musicians are too Wales and we are not a small country that people have not forgotten about. While we celebrate the biggest films soundtracks like Grease, Dirty Dancing, Guardians of the Galaxy: Awesome Mix Vol. 1 and, these are just few of the biggest soundtracks we will show, but we will also show the ones which people have forgotten about or are up and coming.

The idea of activities at the event will be for people to enjoy their time, with activities like karaoke, live music and new ways to listen to the films. As music/sound plays a key part in films, the people have a chance to have live break downs and learn how important music plays in different scenes as will we have a game which is does this song fit this scene. The audience have a chance to play a different or the actual song in that scene, as this can teach people new skills/learn about Sound department.

The film festivals are competitive and only a selected few make it after their first show. By doing audience research, we can identify which film festivals matches our film's genre, tone, message, and quality, and which ones have the potential to attract and engage audiences to keep going instead of a one hit. For this event to attract an audience we will use social media to showcase and inform people about Cinetune's. As the target audience for this event is from 10- to 40-year-olds but it will attract a younger audience as there's not many events who even film festival in Swansea and having a social media account on everything platforms, we can reach a lot of people, also its free to showcase it all there to.

The majority of homes with children aged 0-18 (97%) had access to the internet in 2022. Social media apps and sites allow children to actively connect with others, and 30% of 8-17-year-olds who used them 'share, comment, or post things. (Ofcom Accessed: 30 April 2024).

The usage of phones is going up but people going to the cinema is in a decline as a lot of people stream their movies that's why having more film festivals for all ages popping up more to encourage kids to watch more TV/films instead of shorter form of videos like on Tiktok and Instagram reels which is less a minute videos. But music is listened to by many as and many newer shows or films blow up songs making them chart number 1, e.g. Kate bush running up that hill (Stranger Things). The fever-pop classic re-enters the Billboard Hot 100 this week (chart dated June 11) at No. 8 — 22 spots higher than it originally peaked at back in '85. Even the stats and data show how even shows can make songs from their original release even bigger. As music is so important just for a theme song or just one scene. Unterberger, A. (2022)

Fundraising will start 12 months before the event starts as this a open event where people are sponsored and fun Cinetune's. Giving it plenty of time to fundraise will give us a better understanding of how many people from the start are interested.

Discover new and exciting films

This film festival has a unique was for people to explore new types of films and learn unique ways how they put them together with talks with sound composers.

Pricing

Day Pass - Standard

0 – 7 - Free
Under 18 - £7
Over 18+ - £20
Family of 4 -£60
V.I.P - £50

Weekend Pass – Standard

0 – 7 - Free
Under 18 - £10
Over 18+ - £30
Family of 4 -£80
V.I.P - £100

(V.I.P excess to all areas with free drink and snacks at entry, free collectibles and gets %5 next event)

Case Studies

Sound! Soundtrack film festival - Sound! is presented by Regional Cultural Centre Letterkenny in partnership with An Grianán Theatre. Highlights include screenings of choice celluloid classics, presented with live musical scores, new works by interesting Irish filmmakers, workshops with composers, sound designers, instrument builders, and lots more fun for all ages. This soundtrack film festival is located in Ireland (Dublin).

This festival is a love letter to the art of music and sound in film. The sound! Festival has modern Irish films, classic cinema, talks and workshops. This festival goes deep into Irish cinema as it has a selection is Kathleen Harris' ode to natural sounds Birdsong, which follows Irish ornithologist Seán Ronayne's mission to record the call of every bird species in Ireland and Also on the bill is Paul Duane's All You Need Is Death, the folk horror featuring a soundtrack by Ian Lynch of trad foursome Lankum.

A lot of Sound! Music is folk style as it goes deep into the Irish music scene, as they have Live musicians will provide accompaniment to silent films The Passion of Joan of Arc and Charlie Chaplin's The Kid. Instrument inventor Ed Devane will be making a variety of new motor-controlled instruments that use reeds, whistles, percussion, in a fascinating session to be followed by a short improvised audiovisual performance by Ed. But its not all classic folk music as it also has Modern and classic music come together to celebrate cinema. The Strand Cinema is acclaimed DJ and producer Phil Kieran's breathtakingly ambitious live fusion of electronic music with classical orchestration and projected film.

The tickets for this festival Sound! Start from €7 = £6. But this festival is from Thu May 2, 7:30 pm to Sun May 5, 10:00 pm.

Check out the full programme for the festival below.

Ryuichi Sakamoto | Opus – Thu May 2, 7:30 pm

The Passion of Joan of Arc with Live Musical Accompaniment – Fri May 3, 9:00 pm

Birdsong – Sat May 4, 1:00 pm

Workshop: Instrument Building with Ed Devane – Sat May 4, 2:00 pm

Workshop: Sounds Like Star Wars – The Sound Design of a Galaxy Far, Far Away – Sat May 4, 2:30 pm

Matinee: The Boy and the Heron – Sat May 4, 4:00 pm

Workshop: Composing for Film with Ian Lynch – Sat May 4, 5:00 pm

Evening Screening: All You Need Is Death – Sat May 4, 7:00 pm

Late Night Screening: Stop Making Sense – Sat May 4, 10:00 pm

The Sunday Gathering: with Sinéad Gleeson: Hagstone and the Sounds of Folk Horror – Sun May 5, 1:00 pm

The Kid with Live Musical Accompaniment from Gemma Doherty (Saint Sister) – Sun May 5, 4:00 pm

The Strand Cinema: Phil Kieran and the Ulster Orchestra – Sun May 5, 8:00 pm

Closing Party: Shindig House Band's Movie Madness and Súil Amháin – Sun May 5, 10:00 pm

(Film in Dublin)

(Sound! soundtrack film festival 2024 (2024) Regional Cultural Centre, Letterkenny)

(Nicola (2023) New Festival - SOUND! soundtrack film festival, An Grianan Theatre - Letterkenny, Donegal. Arts Music Comedy Venue.)

Live Soundtrack - Monthly festival / A/V event "Live Soundtrack" is seeking for short or feature films without dialogue, which will be accompanied by alternative soundtracking and live

performances by various electronic / ambient/ electroacoustic musicians, during the 8th season of the event (April - December 2023).

This festival is across Europe with them have mini scenes, films will be screened in Belgrade and across Europe, in micro-movie theatres, at open-air events, guest events on experimental / animation film festivals, and as a part of the "Kinoskop" (Analog experimental film festival based in Belgrade).

Event has preference towards: - experimental cinema, analog cinema, abstract film, psychedelic film, neo-expressionism, neo-surrealism, structural film, adult-themed animation (non-camera, paint on glass, computer animation, stop-motion, claymation , pinscreen, claymation, cutout...), found footage, video art, experimental LGBT-themed films, landscape films...

Live Soundtrack is a monthly film music / audio-visual event, incepted as a continuation of Kino pleme , now-defunct analog film lab.

Through screening rarely seen works of short experimental cinema and animation from around the world, event has brought together musicians from electronic, ambient and electro-acoustic circuits, and established an atmosphere of synaesthetic happenings and synthesis of sounds in a manner which links it to the scoring of more forward looking works of cinema.

This festival is open to the public to submit their own work but the roles into submitting is short or feature films and animation without dialogue - any format is allowed, with special focus on analog cinema (super 8mm, 16mm...) - any year of production is allowed. As you can see its quite different as they use live performances of music which is quite unique as this brings a more emotional affect when you're watching it live.

These are some quite unique categories;

Digital experimental cinema

Video art

Analog cinema and found footage (Super 8mm, 16mm, 35mm...)

Animation

Feature

Serbian films

Animation from Iran, India, Cuba, countries not supported by PayPal

(Film Freeway, Live soundtrack)

Dates & Deadlines to enter

January 14, 2023 Opening Date

February 7, 2023 Early Birds

March 7, 2023 Regular Birds

April 28, 2023 Late Birds

May 10, 2023 Notification Date

April 27 – 30, 2024 Event Date

We had a talk with Cinema for all & Abertoir and they loved the Idea of Cinetune's as they said there isn't many soundtracks' festivals and there is a gap in the market for it in the UK.

Cinema For All is a national organisation for the development and support of the film society and community cinema movement in the UK. It has a broad remit to offer free advice and support, bring exhibitors together, publish advice, case studies, provide access to the Cinema

for All Booking Scheme, insurance discounts and special offers from our partners, champion the community cinema sector, and advocate at a national level on policy, planning and licensing.

Abertoir showed us how important it is to have items to sell like tote bags, pins and pens for a film festival as they said people loved coming to their festival and collecting their items each year.

Abertoir is an annual horror and horror film festival held in the Aberystwyth Arts Centre in Ceredigion, Wales in November. The festival began as a three-day event and has grown since to a six-day schedule. Abertoir is also a long-standing member of the Méliès International Festivals Federation.

Planning the Event/Key Milestones

Venue

This event will be held at Swansea Area (Wales, Swansea SA1 3BX) on weekends (Saturday and Sunday) starting at 8am, ending at 10pm. These dates and times so families have a chance to come and enjoy themselves as the kids will be off and this event will have multiple showcases and activities for everyone to enjoy. Swansea Arena is a 3,500-capacity indoor arena in the heart of the city, with the capability to host events ranging from music, comedy, theatre and e-sports, plus conferences and events. It may have 3,500 seats but the bottom level can open for more standing if needed for certain showcases or activities like gameshows and quizzes. (*The venue, Swansea Arena*)

When it comes with staffing the Swansea arena as already has staff for every facility needed it, we just need staff;

Festival Programmer - Programmers select the films to be shown in festivals, cinemas and on TV.

Cinema Projection & AV Technician - specialise in live cinema projection, digital technologies, audiovisual, and simple sound operations, all within the context of the performing arts

Front of House - In a theatre, the front of house manager is responsible for welcoming guests, refreshments, and making sure the auditorium is set out properly.

Screeners - help the festival decide which films to show

Marketing/social media team

Duty Manager - overseeing daily operations, ensuring employee productivity, monitoring efficiency of all processes and creating a positive work environment for employees.

Production Assistant - work within the production team

DJ

Guest speakers - Tic Ashfield, John Hardy sound/music composers.

Welsh operas and Orchestra - Welsh National Opera and BBC National Orchestra of Wales

The event will be live during the summer of each year with there being 4 shows a year, being June and July as this is the best time for the event and the audience to enjoy and be free as this event is for everyone. There's no specific genre but there will be a film for all ages to watch either on the main stage or a small screening to fit everyone's needs.

This event is publicly funded with donations going towards this event paying for location, staff, food and much more. But we will be working closely with schools and plays for their live performances of shows like Grease Live Performance, as this will help local schools. Having

this will help with bringing in a younger audience but also more families. This also brings a programme for this event with schools submitting their plays to our event so they can play as it will be free for any local school.

When it comes to distributing films, we plan on working close to all film festivals in Wales to distribute films and building a close friendship with them as this will help us save money on getting the rights to access these films as we are an open company with sponsorships and donations going towards the event to help grow.

The structure of this main event;

Saturday

8am – Opening
9am – 10am – Why music & sound is important (Talk)
10am – 12am – Grease Live Performance
1pm – 3pm – Guest Speaker
4pm – 6pm - Dirty Dancing
7pm – 9pm – Live DJ
9pm – 10pm – Quiz (Guess the song)

Sunday

8am – Opening
9am – 11am – Game show (Does this song fit)
12am – 2pm - High School High (Sing alone)
3pm – 5pm – 360 Audio show
6pm – 8pm - Experience cinema's most iconic films with the score performed live by an orchestra in spectacular surroundings.
9pm – 10pm – Meet the makers of the event

We know giving time before and after each showcase or activity for people to take a break or get some food/drink between each activity is important for their health and so everyone has time to do everything they want to do.

There will be smaller shows around the area for kids and families to enjoy instead of the main shows if they don't want to watch the main show, maybe due to age. But this event has other shows/films on as well.

Why music & sound is important (Talk)

At the start of this event there will be a talk about why music & sound is important for films. It's mainly to help educate the audience about the films as the most memorable uses of sound in films and videos for audiences are usually the musical score and sound effects. Music and sound effects (or the lack of) can help to build tension and increase the poignancy of a scene, among other things. This is no different in a promotional video.

Activities

Photobooth which people can capture memories of the day with creative music/film props.

Networking areas for people who are in the film/music industry, so they can chat and discuss ideas and work, as this event is for everyone there will be private areas.

Themes

Each event will have a theme like decades (80s,90s and 00s) if the audience is interested in dressing up to have more fun. As for example 90s week will have movies like The Lion King, Titanic and Forrest Gump, with 90s music being played by the DJ and quizzes about 90s films. The audience will be notified before this event starts about each night's theme.

360 Audio

We would work with Sony on their 360-reality audio (So immersive. So real.) This will bring the audience to the real thing as it sounds like they are in the film. Immerse yourself in the sound all around you. As real as if you are there at a live concert or with the artist recording in a studio.

This is to enhance the viewers' mind about how important sound is for film.

This showcase will start in pitch black with sound going around then it brings you in with the visuals. *(360 reality audio: So immersive. so real. Sony)*

Live Performances

Our live performances will be provided by local schools and plays. As they will perform musicals like Grease, High School Musical and Matilda. But there will be also other live performances by Welsh operas and Orchestra with live scores of on-screen films. As we want to provide for all ages and interests.

There will be a Dj for anyone to hop on the dance floor or just for music for the background for people just to chill or network between activities/films. This music will still be linked to the theme of the week and decorations around the area will be themed to.

The Dj will be given in advance what type of music is needed to suit the theme of the week.

Guest Speakers

There will be guest speakers mainly sound/music composers as we want to inform/ educate the Audience how important this role is in Film and TV. As this event will have composers like Tic Ashfield is a BAFTA Cymru award winning composer and sound designer who has created music and sound for film, TV, contemporary dance, theatre, animation, installation and educational outreach projects, also John Hardy is an international composer and collaborator, always working to create art, including film, opera and theatre, in Wales and worldwide. As we want local/Welsh composers to show Welsh people are everywhere in the film & tv industry. *(John Hardy Royal Welsh College of Music & Drama) (Tic ashfield: Tŷ cerdd composer database: Welsh music tycerdd)*

The Event

All the staff and equipment needed is already also Venue. We just need the branding and marketing team to market the event so people around the world and Wales can see. For this to happen and get it to grow we will ask people to fill a question form after the event which will be sent by email a day or two after the event is over.

Before the event starts the attendees will be given a leaflet (Brochure Outline) or emailed a digital version about the event activities and time schedule so people can plan their day and so what they like to do all attend all activities if they would like to.

There will be a mini pop up shop filled with all the goodies which people can purchase if they want to collect or purchase any of our items like;

- Cinetune's T-shirt
- 2024 Cinetune's Pin (collectible)
- Cinetune's Poster
- Cinetune's Tote bag

- Cinetune's Water bottle
- Cinetune's Mug

All these items can be purchased at the event as they all are one-piece collectibles which will be different at each event. So, it gives people the chance to collect them all.

All this money will go towards the event and help improve on the next one so they will be even better than last and gets bigger each year.

Why we picked these picks these films?

With all the research undertaken these films below suit our film festival and audience the most as the first event will be 80s weekend so all the films will be the most popular soundtracks at that time (80s). Also, the audience is a mix an age from under 18- to 40-year-olds so we want them to have a chance to enjoy all films and not miss out. Also, these films will bring a lot of nostalgia to people too as each event will have different themes which different years will feel it more than others.

The film list for the first event 80s week;

- Top Gun (1986)
- Dirty Dancing (1987)
- Footloose (1984)
- Ghostbusters (1984)
- The Empire Strikes Back (1980)
- Back to the Future (1985)

Themed items (80s)

There will be themed (80s) items which people can purchase like, for example, Ghostbusters cards and T-shirts. Which are all themed to each event, making each one rarer and collectible.

This event will provide for all ages to be able to watch a film if it's not on the main screen, it's on the mini show which the event provides for kids and families or people with disabilities to watch a more comfortable film.

There will be a hashtag #cinetune's2024 which everyone can post on their socials which will give us free promotion.

When it comes to advertising Cinetune's there will be a website and a social media account on Instagram, X, Tiktok and Youtube where there will be post pre the event giving information about the event then after the event there will be fun videos of people at the event enjoying their time. At those all the hashtags and at the event will get will post the promotion. Also, people can message the account if they need something or to know something about the event. All accounts will be in English and Welsh to reach more a bigger audience and get more Welsh speakers involved.

We plan on booking 80s films and songs 2 to 4 months prior to this event so we can confirm the film and music set list before the event and we can let everyone know, for this event but each year there will be different themes. So will we book a list of the biggest soundtracks in 80s films and songs as the Dj plays.

Transport

Swansea arena is in the center of town, only a 5-minute walk from the bus station or a 20-minute walk from the train station. Making it very accessible for anyone who lives near or far, and if you're driving there is a car park with 360 parking spaces and 30 disabled spaces. (*Copr Bay South multi storey car park, Swansea*)

Evaluation/Concluding Remarks

As we welcome all to join us at Cinetun's which will be held at the Swansea area, Cinetune's promises to be a harmonious sight and sound, celebrating the transformation of film sounds/music in shaping the cinema. By inviting the audience to immersive rhymes and emptions on screen.

So, with all this planning this event can work, with everything planned for it to happen. We have developed a framework and evaluated how this can go to plan and start to get funding 12 months before the event starts so it gives us a better understanding of how many people are Interested. Also having the venue in the Swansea Area is huge as it already has the staff to run it but also is very close to any public transport like buses and train station.

As for event to happening at this venue we just need to hire Festival Programmer, Cinema Projection & AV Technician, Front of House, Screeners, Marketing/social media team, Duty Manager and Production Assistant.

We have researched the target audience, which is 10 to 40 years old, which also includes families. To reach this audience we will advertise on TikTok, Instagram, YouTube and Facebook as this is a free.

With the case studies we have undertaken Sound! And with Live Soundtrack it shows there's film festivals out there which are successful, and this is how Cinetune's can help the film/music festival grow in Wales as there's none.

Having a talk with cinema for all about the idea of a soundtrack film festival helped us understand how a film festival is ran how having the right staff and having local connections with film festivals can help us grow a friendship and get the films we want for cheaper.

For all this to go ahead and happen now is the funding and sponsorships.

Images – branding/logo, programme design



Activities

- Photobooth
- Networking areas
- 360 Audio
- Live Performances
- Guest Speakers
- Welsh operas and Orchestra
- DJ and many more



OUR DETAILS

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CINETUNES FESTIVAL

2021
SOUNDTRACK FILM FESTIVAL

Schedule

Saturday
8am – Opening
9am – 10am – Why music & sound is important (Talk)
10am – 12am – Grease Live Performance
1pm – 3pm – Guest Speaker
4pm – 6pm – Dirty Dancing
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Films

Saturday
Top Gun (1986)
Dirty Dancing (1987)
Footloose (1984)

Sunday
Ghostbusters (1984)
The Empire Strikes Back (1980)
Back to the Future (1985)

Gust Speakers

Tic Ashfield is a BAFTA Cymru award winning composer and sound designer who has created music and sound for film, TV, contemporary dance, theatre, animation, installation and educational outreach projects.

John Hardy is an international composer and collaborator, always working to create art, including film, opera and theatre, in Wales and worldwide.

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